



Mobile devices and distribution channels in the Middle East: consumer survey



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About this report

This report uses consumer survey data to analyse the trends in distribution channels, spend and handset replacement cycles among smartphone users in the Middle East. It also assesses operators' smart device offerings (such as games consoles and smart watches) and consumers' adoption of such devices.

The survey was conducted in association with On Device Research between June and August 2022. The survey groups were chosen to be representative of the mobile-internet-using population in the region. We set quotas on age, gender and geographical spread to that effect. There were 750 respondents per country, and 3000 in the region.

KEY QUESTIONS ANSWERED IN THIS REPORT

- How well do operators perform as smartphone sales channels, and how important are digital sales channels?
- How long are consumers keeping their smartphones for and how much are they spending on replacements?
- What smart devices are smartphone users most interested in and how can operators capitalise on this demand to derive additional revenue and improve their consumer propositions?



GEOGRAPHICAL COVERAGE

Middle East:

- Kuwait
- Oman
- Saudi Arabia
- UAE



WHO SHOULD READ THIS REPORT

- Operator strategy teams, marketing managers and device teams who are interested in understanding consumer market trends, the role of operators as smartphone distribution channels and the impact of differing approaches to pricing in the market.
- Strategy and regional teams of equipment/device manufacturers that want to identify end-user trends in device usage and help their operator customers to improve their ability to address market opportunities.
- Other players, such as software providers, that are interested in handset and smart device trends in the Middle East.



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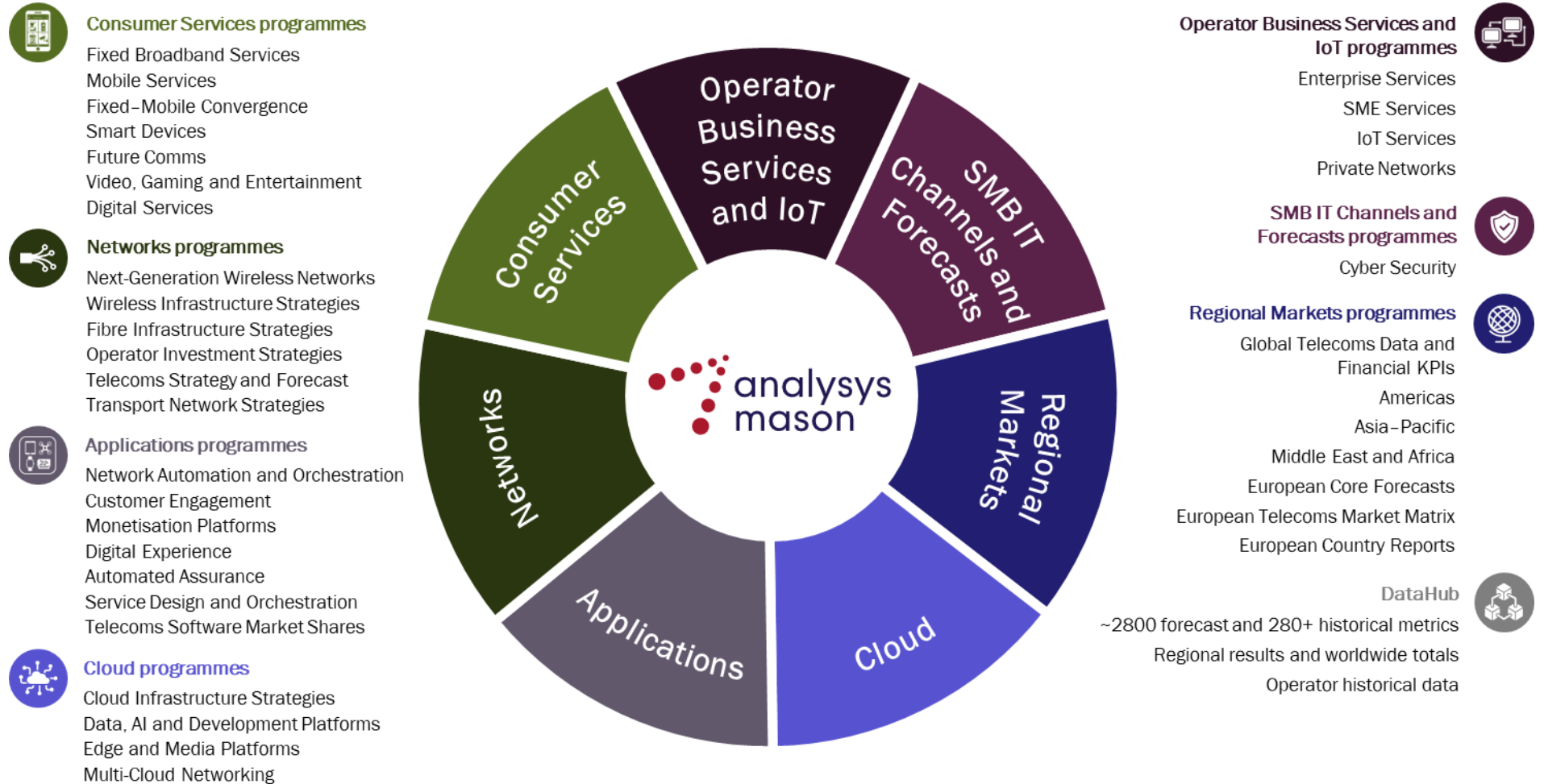
Analysis

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Methodology and panel information

About the author and Analysys Mason

Our research programmes



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PUBLISHED BY ANALYSYS MASON LIMITED IN **OCTOBER 2022**

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